



First Data[®] PlastiCard Enterprise Presentation^(SM)

A flexible document management and personalized delivery system.

Your customer communications are not limited to form letters, generic card packages, and impersonal written communications.

Our PlastiCard Enterprise Presentation (PEP) platform is a flexible, dynamic document management and delivery system that enables you to distribute personalized card packages to your customers.

A combination of document composition, data management, MICR printing, and card processing systems, PEP enables you to market to your customers one-on-one through all of your card-related communications.

With First Data, you can rely on leading card product, trusted solutions, and exceptional service.

Benefits to Your Business



Customer Satisfaction

Help drive customer satisfaction with targeted correspondence that meet your cardholders' demand for more relevant, personalized communications.



Additional Features

Our print-on-demand card delivery technologies enable you to include checks and coupons with your card carriers and mailers — to help increase your receivables. Color printing also is available.



Operations Efficiencies

Effectively manage your card-related communications through electronic templates that enable you to create a variety of account information, messages, and graphics.

Color Card Carriers

First Data's Color Card Carriers help you connect with your cardholders one-on-one through targeted, color communications. Deliver custom promotional offers, help increase card activation and transaction rates, and improve your delivery time.

First Data provides you with an on-demand printing solution that's MICR capable, with color matching to Pantone® color guides. Our Color Card Carriers also are integrated with First Data PEP templates and First Data DecisionQuest® capabilities.

Color print samples are available upon request.

As one of the country's top mailers, our large volume capacity, equipment technology, and mail expertise helps you to reduce your print and mail costs.

First Data DecisionQuest®

Our PlastiCard Enterprise Presentation platform provides dynamically composed, laser-printed card mailer documents -- including a combination of laser and letter mailers as well as coupon or check production.

Use with our First Data DecisionQuest® service and you can use business rules to decision at the account level.

Plus, our delivery platform can support your marketplace growth as your needs change.

For more information, please contact your Account Executive or visit FirstData.com.

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Customized and Targeted Correspondence

- Card Packages – card carriers
- Laser Mailers – acknowledgement, PIN, and post mailers
- Letter Mailers – welcome packages

Card-Related Communications Management

- Use electronic templates to create account information, messages, and graphics
- Ability to include checks and coupons
- Standard paper stock to help reduce expenses
- Improve time-to-market of new marketing concepts
- Conditional printing for more personalized and timely information

Personalized Card Delivery Packages

- Print-on-demand card delivery technologies, rather than simple card fulfillment
- High-speed laser print presentation. Color printing also is available
- Print template contents on 8.5" x 11", 8.5" x 14", and 17" x 11" cut sheet paper
- Quick modifications of electronic templates, versus recreation / replenish paper stock
- Data elements and conditional logic to improve your marketing capabilities
- Duplex and MICR printing for checks and coupons
- Additional page containing more account, disclosure / agreement and marketing information
- Transparent tape adhesive card-affixing technology